



## Agricultural Marketing Service

# Our Strategic Plan: What it Means for You

The AMS 2014-2018 Strategic Plan serves as a roadmap for our agency. The Plan is a collaborative effort, created by our Deputy Administrators, staff directors, and senior leadership. It encompasses the vision and direction for all of our programs, keeping our goals and objectives in line with the Department's priorities and mission.



**GOAL 1:**  
Enhance Communication  
with Stakeholders

Strengthen Relationships & Understanding of AMS  
Build & Maintain Effective Partnerships  
Encourage Teamwork & Diversity on Our Boards, Committees  
& Councils



**GOAL 2:**  
Provide Market Information  
& Intelligence, Supporting  
Market Development

Increase Opportunities through Market Analysis & Data  
Gathering  
Improve Access to Healthy, Local Foods through Market  
Development  
Develop Domestic & International Commodity Standards



**GOAL 3:**  
Provide Quality Claims &  
Analyses

Improve Voluntary User-Fee Services  
Facilitate the Export of American Products  
Expand Plant Variety Protection Services



**GOAL 4:**  
Provide Effective Oversight

Ensure Research & Promotion Program Compliance  
Safeguard the Quality of Agricultural Products  
Stabilize & Protect Markets  
Create Jobs & Opportunities by Supporting Organic Farming  
Augment Perishable Commodity Services



**GOAL 5:**  
Provide Premier Procurement  
& Technical Solutions

Enhance the Procurement Business Model  
Provide Greater Value & Opportunities for Food & Nutrition  
Assistance Programs  
Optimize Service Delivery through Web-Based Supply Chain  
Management



**GOAL 6:**  
Cultivate a Rich & Diverse  
Organizational Environment

Invest in Developing Agency Leaders & Employees  
Leverage Technology for Mission-Critical Activities  
Find New Efficiencies, Improvements & Cost-Savings  
Encourage & Support Diversity  
Address Opportunities Identified in the Federal Employee  
Viewpoint Survey (FEVS) Results